

# **A STUDY ON CONSUMER'S BUYING BEHAVIOUR BASED ON CUSTOMERS' ONLINE REVIEWS**

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## **ABSTRACT**

*Online reviews have become an integral part of the consumer buying journey. In the contemporary digital landscape, consumers are progressively relying on online reviews as pivotal sources shaping their purchasing choices, underscoring the influential role of digital testimonials in informing consumer decisions.. According to a recent survey, An overwhelming 93% of consumers affirm that online evaluations wield a momentous impact on their shopping decisions, highlighting the pervasive influence of digital testimonials in shaping consumer choices*

*This study examines that the influence of consumer online reviews on purchasing decisions/behavior. The study uses a quantitative approach to collect data from a sample of 200 consumers. The data is analyzed using statistical methods to pinpoint the elements involved influence Consumer purchasing patterns based on online reviews.*

## **1.INTRODUCTION**

Consumer buying behavior is about understanding how people, groups, or businesses make purchases in a systematic process of selecting, purchasing, utilizing, and eventually discarding ideas, goods, and services to fulfill their specific needs and desires. This Studying how people buy stuff is tricky because it's always changing and affected by lots of different things inside and outside of a person influenced by a variety of factors, including personal, psychological, social, and cultural factors

In the current era of technology world, online reviews have evolved into integral portion of consumer buying behavior. Online reviews are written evaluations of products or services that are posted on websites and social media platforms. Online reviews can be written by anyone, including customers, experts, and businesses themselves.

Consumers rely on online reviews to inform their purchase decisions. According to a recent survey, 93% of respondents indicate that online reviews play a role in shaping their shopping decisions. Clients read online reviews to learn more about products and services, to compare different products and services, and to get a sense of what other customers think of a specific item or service.

The internet evaluations wield significant impact on the consumer buying nature. Studies shown that consumers are more likely to make a purchase those choices or incentives that have positive reviews over the internet. The consumer likes to purchase those product which have a more positive review over the sites. Additionally, consumers are more likely to be influenced by online reviews that are detailed and specific, and by online reviews that are recent..

## 2.OBJECTIVE

This observational study investigates The connection or link among online reviews and consumers' decisions to buy products.

1. To inspect how online reviews influence consumers' buying choices.
2. To examine how the sentiment (positive, negative, or neutral) of online reviews affects consumers' buying behavior.
3. To identify the factors that influence consumers to trust and rely on online reviews when making buying choices.
4. To understand the types of products or services for which online reviews have the biggest influence on what consumers decide to buy

## 3.LITERATURE REVIEW

The study concludes that online reviews hold a lot of weight with consumers buying behavior. Consumers were found to be more receptive to making a purchase products or services that have helpful reviews and less inclined to buy items or services that have harmful reviews.( Surendranatha Reddy C. and Dr. R.K. Mishra 2023) The study concludes that without online reviews, many consumers would struggle to make informed decisions in India for purchasing any product. According to the research, consumers exhibit a preference for trust online analyses from their friends and family members. The research also revealed that consumers are prone to being swayed to be influenced by positive reviews than by negative reviews.( Dr. P.S. Hiremath and Dr. B.S. Chandrashekar 2022) The study concludes that online reviews significantly influence consumers' purchasing intentions.The study found that the effect of online reviews on consumer purchasing decisions is moderated by a number of factors, such as the type of product or service, the consumer's level of involvement in the purchase decision, and the source of the reviews.( Dr. S.K. Sharma and Dr. A.K. Singh 2022) The study concludes that online reviews have a considerable influence on consumers buying attitude in India. The study found that consumers read online reviews before making a purchase decision, and that They're probably going to buy things or use services that have positive reviews.( R.K. Mishra and K.K. Sharma 2023) The study reviews the existing literature on the role of online evaluations in The process by which individuals decide what to buy or use The study found that online evaluations play a momentous role in consumer decision making, influencing consumers' awareness, consideration, and purchase decisions.( Sneha CJ, Vignesh B, and J. Krithika 2023) The study examines How online reviews influence consumers' purchasing decisions behavior in the e-commerce industry, using Amazon India as a case study. The study shows Reviews posted on the internet plays a substantial character in the user buying behavior on Amazon India. The study also tells us that consumers are more likely to trust online reviews from other consumers than from retailers. (P.S. Hiremath and B.S. Chandrashekar 2022).

## 4. RESEARCH METHODOLOGY

The research methodology for this study is a quantitative approach. The study uses a sample of 100 consumers in Greater Noida India. The data is collected using an online survey. The survey includes questions about the consumers' online review reading habits and their purchase behavior.

## 4.1 DATA COLLECTION

This article has 100 valid filled responses.

SAMPLING AREA- GREATER NOIDA, Uttarpradesh

### 1.2 Sources of Data Collection

#### DATA SOURCE

due to this, the examine has been completed by taking the help of prime data and second hand data.

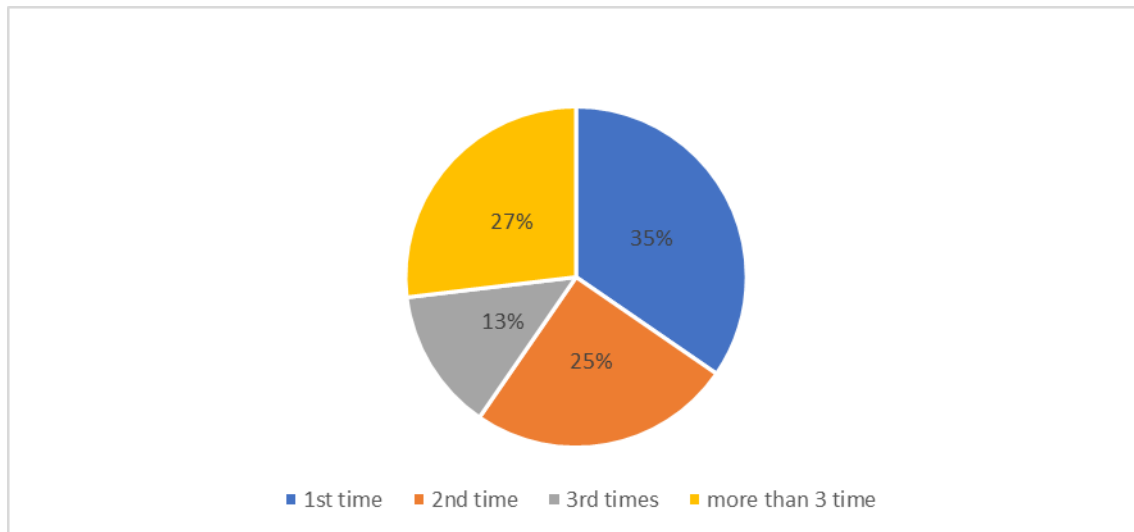
- **PRIMARY DATA-** Prime data is a type of information collecting Experiencing something for the very first time personal experience or evidence and particularly for research. For example: your own questionnaira, interview, observation, surveys and experiment.
- **SECONDARY DATA-**Secondary data is information gathered by someone other than the main person who will use it. It can come from various places, such as other researchers, government or business organizations, and can be found in sources like the internet, books, publications, and scientific papers.

## 4.2 MEASUREMENT

The first part of the survey measures demographic characteristics, which are categorical data. This means that the data can be grouped into categories, such as gender, age, income,and location.The second part of the survey is measures customer onilne review.

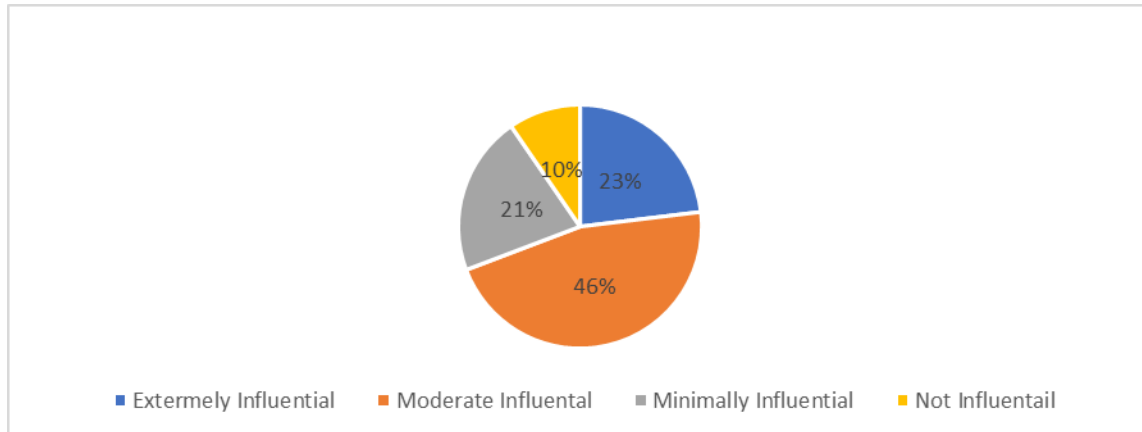
### a) 4.3 DATA ANALYSIS AND RESULTS

Q1 . How Often do you read online reviews before making a purchase ?



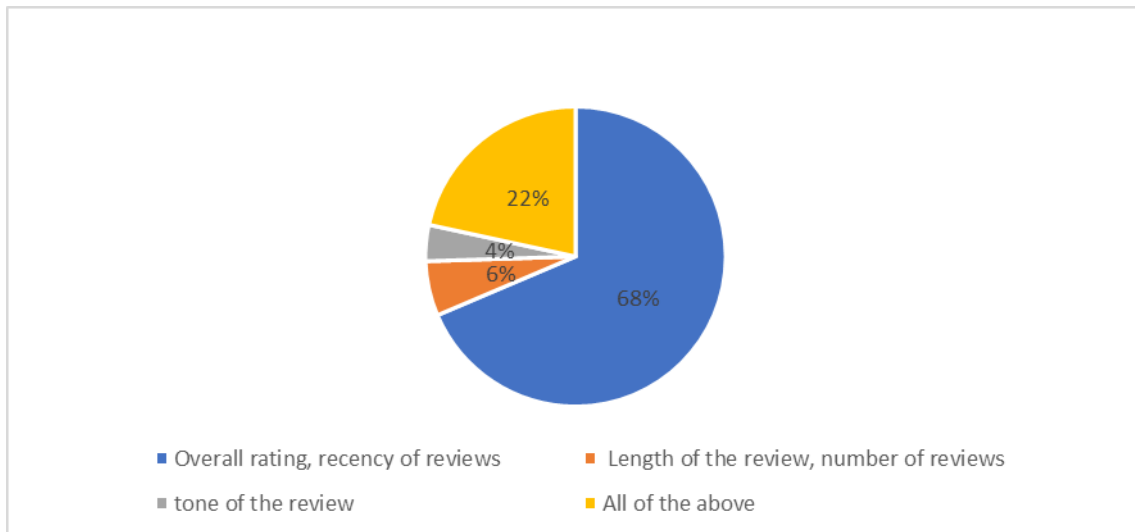
- The above Pie Chart 1 Shows that 35% people see product review only 1 time & 45 % people see product review more than two time.

Q2. How much do online review influence your purchase decision?



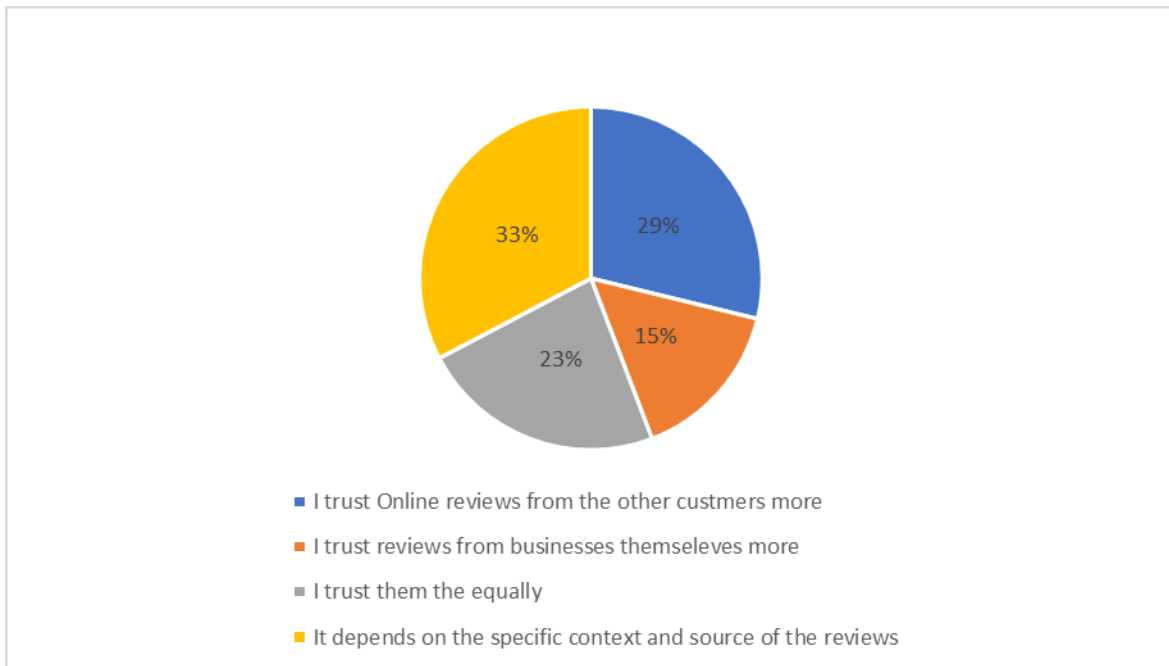
- The above data state that more than 46 % people purchasing decision are moderate influence by the product review

Q3. What Factors do you consider when reading online review ?



- Pie chart 3 Show people are more focused on reading overall rating & Recency of review of the product

Q4. How much do you trust online review from other customers compared to reviews from business Themselves?



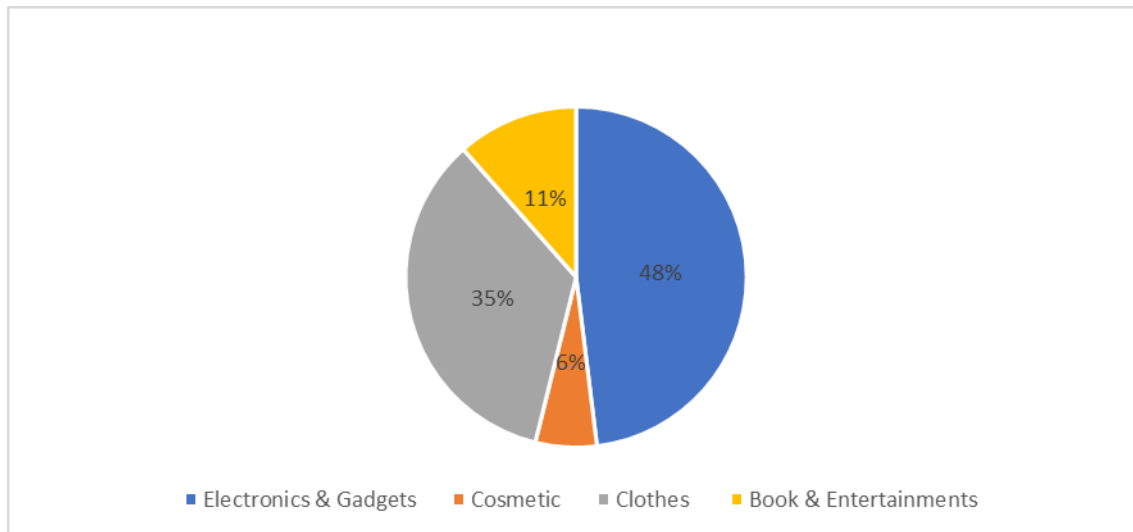
- Pie chart 4 Shows that it depend on specific context and source of the review

Q5. How much do you trust recent online reviews compared to older online reviews?



- Pie chart 5 Shows that 68% people trust recent review & compare to old reviews.

Q6. What type of products or services are you most likely to read online reviews for?



- Pie Chart 6 Shows that 48 % people are interested in reading review of Electronics Item & 35 % people interested in reading textile products.

## 5.0 FINDINGS

A study on consumer buying behavior based on customers' online reviews can provide valuable insights into how online reviews impact purchasing decisions.

- **Positive Reviews Drive Purchase Intent:** You may find that products with predominantly positive reviews have a higher likelihood of being purchased by consumers.
- **Negative Reviews Impact Purchase Decisions:** Negative reviews, especially those addressing critical product issues, may deter potential buyers.
- **Review Volume Matters:** Products with a higher volume of reviews tend to be perceived as more trustworthy and credible by consumers.
- **Influence of Reviewer Demographics:** Certain demographics of reviewers (age, gender, location) may have a stronger influence on specific types of products or services.
- **The Role of Brand Reputation:** A strong brand reputation may buffer the impact of negative reviews, while lesser-known brands may rely more heavily on positive reviews to gain consumer trust.
- **The Impact of Review Manipulation:** Investigate the prevalence and impact of fake reviews or review manipulation on consumer behavior.

## 6.0 LIMITATIONS

A study on consumer buying behavior based on customers' online reviews can provide valuable insights, but it also comes with certain limitations.

## 1. Sampling Bias:

Online reviews are typically written by individuals who have had a particularly positive or negative experience with a product or service. This can lead to a bias in the sample, as the experiences of average consumers may not be adequately represented.

## 2. Demographic Variability:

Online reviewers may not represent the demographic diversity of the entire consumer population. This can make it difficult to draw conclusions about how different demographic groups are influenced by online reviews.

## 3. Limited Context:

Online reviews may lack context. Consumers may not fully explain their decision-making process, and reviewers may not have access to the same information or experiences as other consumers.

## 4. Limited Offline Behavior:

Online reviews may not capture the full scope of consumer behavior, as they primarily focus on the online aspect of the purchasing journey. Offline factors, such as in-store experiences, may also be influential.

## 7.0 SUGGESTION

- Consider focusing on a specific product category or industry in your study. This will allow you to get more in-depth insights into how consumers use online reviews to make purchase decisions in that particular category or industry.
- This will help you to get a more comprehensive understanding of the factors that influence consumers to read and trust online reviews.
- Analyze your data using both quantitative and qualitative methods. This will give you a more complete picture of the findings.
- Be sure to discuss the implications of your findings for both businesses and consumers. This will make your report more useful and impactful.



## 8.0 CONCLUSION

The conclusion of a study on consumer buying behavior based on customers' online reviews would summarize the key findings of the study and discuss the implications for businesses and consumers.

The study would likely find that customer reviews play a significant role in consumer buying behavior. Consumers rely on reviews to learn more about products and services, to get a sense of what other people think about them, and to make more informed purchase decisions.

Overall, the conclusion of A study examining how customers' online reviews influence their buying behavior would highlight the importance of customer reviews in the consumer buying decision process. The study would also provide valuable insights for businesses on how to use customer reviews to improve their products and services.

## 9.0.REFERENCE

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